

# ILC Communication Plan

At Immanuel Lutheran Church, we try to communicate with our members and non-members in ways that best meet their needs. This includes a combination of the traditional, such as printed bulletins & newsletters, while also making use of technology such as websites, social media, email, etc.

This document summarizes the process for general information sharing. This only captures routine communications and does not preclude the use of other forms of communication as needed such as Temple Talks, Q&A sessions, Town Halls, or broadcast emails & social media postings as needed.

## Summary of Publications

1. The Image newsletter – monthly; distributed & posted prior to the beginning of the month
2. Bulletin – weekly; typically posted on web on Friday & distributed at Sunday services
3. ILC Communications E-Newsletter – weekly, typically emailed to subscribers on Friday
4. Facebook – updated weekly with the availability of the first 3 sources
5. Website – updated weekly with the availability of the first 3 sources

Articles and announcements that members want to share should be submitted to the Church Secretary to be included in The Image & bulletins. Submitting articles for The Image & bulletins will drive inclusion into the ILC Communications, Facebook & website.

if someone wants to include media, such as videos or photos, to go along with the article when it is posted to Facebook or the website, they can email it to the ILC Web Admin. Also, other updates to the website, such as to the more static pages, should be emailed directly to the ILC Web Admin.

## Details

### Primary sources of content

1. **Monthly Newsletter – The Image.**

The Image is a newsletter published once a month. Articles for **The Image** can be emailed to the Church Secretary or put in the church In Box before the **4<sup>th</sup> Monday** of the preceding month. The Image is sent out by USPS to those who would like a paper copy & published on the website here: [https://ilcpville.org/printed\\_word/](https://ilcpville.org/printed_word/)

2. **Weekly Bulletins.**

The weekly bulletin includes announcements – no more than 5 lines of text (longer articles should go in The Image.) Announcements for the weekly bulletin should be emailed to the Church Secretary or put in the church In Box before **noon of Wednesday** to make it into that Sunday's bulletin.

Weekly bulletins are distributed at the Sunday worship services & published on the website here: [https://ilcpville.org/printed\\_word/](https://ilcpville.org/printed_word/)

### Secondary sources

The content provided in the bulletins & The Image are packaged & distributed in the following ways to expand their reach & to take advantage of integrated technology.

1. **E-Newsletter – ILC Connections.**

We have a weekly E-Newsletter called **ILC Connections** that is emailed each **Friday** to anyone who has signed-up to receive it. This is especially beneficial for those who cannot attend services on a particular Sunday. Other benefits of the E-Newsletter is that it may contain hyperlinks that make it easier for the reader to get additional information or take further action.

**NOTE:** the ILC Connections is on hiatus while we are waiting to fill the Office Admin position.

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2. **Facebook** - <https://www.facebook.com/ilcpville/>

Facebook is good for providing information more in real-time and reaching non-members. Events & posts intended for a large number of people, especially non-members, are added to the Facebook page making it easier for those following the page to Like & Share with others. The articles & announcements are scheduled out so that they appear on our page in a timely fashion making the information more digestible, actionable & increasing awareness of our page.

3. **Website** - <https://ilcpville.org/>

The website is the most comprehensive place to find information. All editions of The Image newsletter & the bulletins, our primary sources for communication, are stored on the site. Also, the most complete & up-to-date calendar of events, including regularly scheduled meetings, are on the calendar on the website. The calendar may also include events at the Day School as well as related events that our members & visitors may be interested in.

Announcements & other time-sensitive information are put on the website as Posts. The front page updates dynamically so that it always shows the next several upcoming events & the most recent Posts are highly visible. Having an updating front page ensures that the website appears active so that visitors will get a sense of our energetic congregation. On the other hand, a stale or out-of-date website may discourage someone from visiting the church.

The website also contains several pages that contain more static type information, such as contacts, description of worship & educational opportunities, committees & other ministries. That type of information is mainly for reference and is updated as necessary, usually once or twice a year.

The website also provides links to sources of other information that are published elsewhere on the internet. This includes:

a. **YouTube** –

[https://www.youtube.com/channel/UCr2eB0bc0XDt4gb\\_P1STfqw?view\\_as=subscriber](https://www.youtube.com/channel/UCr2eB0bc0XDt4gb_P1STfqw?view_as=subscriber)

Sermons at each of the Sunday worship service in the Sanctuary are recorded and uploaded to our YouTube channel. This can be found from the **Sermons** page on our website: <https://ilcpville.org/sermon/>

We also use the YouTube channel to store & share other videos, e.g. slideshows for different events.

b. **SignUpGenius** - <https://www.signupgenius.com/go/10c0e44aaaa2aa2f94-worship1>

We use SignUpGenius to allow volunteers to help with worship services & other opportunities. This can be accessed from the **Worship Assistants** page on our website: <https://ilcpville.org/worship-assistants/>